

TURN UP THE HEAT FOR ALTERNATIVE FUELS!



SPONSORSHIP OPPORTUNITIES



Conference information www.cities.doe.gov

Hosted by the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy along with the Coachella Valley Coalition and the Northwest Riverside County Coalition

Our community of Alternative Fuel Vehicle (AFV) advocates is fully aware of the powerful partnerships necessary to increase and continue to grow AFV sales. Clean Cities salutes all of you willing to put your financial support into making the Clean Cities Conference the premier AFV event in the country.

In addition to specific benefits listed below, all sponsors will receive recognition in printed materials including the preliminary mailing, the Web site, the final conference program, and on nonevent specific conference signage. Thanks for your support.



Platinum — \$50,000

Platinum Benefits

- Title sponsor of an evening reception
- Six full conference registrations
- Top billing recognition
- Company logo visibility during opening session production
- Access to a newspaper wrap room drop one morning
- Four 10' x 10' exhibit booth spaces
- Priority exhibit booth placement options
- 30 one-day, exhibit-only passes
- Public area hotel/convention center space of 50' x 40' for vehicle display (available to the first paid Platinum sponsor)
- Full-page ad in final conference program with priority placement option
- Attendee list, at any point, upon request
- Assistance in facilitating onsite communication between you and Clean Cities coordinators and staff

Platinum Sponsorship Options

1. Sunday Evening Reception

The temperature's right, spirits are high, and it's time to Turn Up The Heat for Alternative Fuels in a lush, exotic venue. Palapas of Araby Cove is a 14-acre garden that's been converted into a unique hands-on artists' village. Set against the beautiful backdrop of the Santa Rosa Mountains, guests are greeted by tuxedoed servers directing them down luminary-lit pathways. The various nooks of the grounds house the workshops of distinguished artists, some of whom will be on hand to provide demonstrations and let our guests indulge their creative sides. Vehicle display space is available.

2. Monday Evening Reception

Casual elegance reigns supreme as conference attendees are invited into the world class Palm Springs Convention Center Expo Hall for the Monday evening gala. The atmosphere allows for great mingling, talking with exhibitors and looking at new products. And be prepared for sightings of Marilyn Monroe, Elvis Presley and Humphrey Bogart. Food, drink, networking, and laughter abound as people relax in the Palm Springs Convention Center.

3. Grand Finale Reception

It's been an invigorating, provocative conference and now it's time to really turn up the heat. We've got just the place, too. A few blocks from the Convention Center is an unmistakably chic restaurant and dance club. ATLAS is distinctive for its majestic water features, overstuffed couches, velvet drapes, sweeping staircases, vibrant colors, and dance floor. Combine ambience with elegant California fusion cuisine and it's a formula for a night to remember. Vehicle display space is available.

Palm Springs Convention Center



Sculpture at Palapas of Araby Cove

Courtesy Palapas of Araby Cove





Gold — \$30,000

Gold Benefits

- Title sponsor of one of the Gold-level events with speaking opportunities as part of the event
- Five full conference registrations
- Recognition in conference materials
- Three complimentary 10' x 10' exhibit booth spaces
- Priority exhibit booth placement options
- 20 one-day, exhibit-only passes
- Half-page ad in final conference program
- Attendee list, at any point, upon request

Gold Sponsorship Options

1. Monday and Tuesday Lunches (two separate sponsorship options)

People are hungry. They have 90 precious minutes and a delicious lunch awaiting them. In some places, people might eat and run. Not here. There's the allure of the exhibit floor, the scintillating company, and baby it's hot outside, so you have a captive audience. We don't have a formal lunch program, but we could. We'll help you reach the audience in a way that appeals to you. That could include everything from table tents, flyers on chairs, giveaways, a presentation/video, or whatever other ideas you come up with.

2. Awards Breakfast

The Awards Breakfast has fast become one of the most popular sponsor events of the conference. This sit-down breakfast features sponsor remarks, a head table reserved for the sponsor, entertainment, and, of course, the National Partner and Clean Cities Coalition Awards. In addition to having a speaking opportunity and signage, we would be happy to place table tents, flyers, or other promotional material that you bring to the conference.



Come early or stay late and enjoy a desert jeep tour



Silver — \$20,000

Silver Benefits

- Title sponsor of one of the Silver-level events/products with speaking opportunities (where appropriate) as part of the event
- Four full conference registrations
- Recognition in conference materials
- Two complimentary 10' x 10' exhibit booth spaces
- 15 one-day, exhibit-only passes
- Half-page ad in final conference program
- Attendee list, at any point, upon request

Silver Sponsorship Options

1. Coordinator Dinner

Coordinators are the lifeblood of the Clean Cities Program, and we honor them at an annual dinner event the Saturday evening before the conference. This year, coordinators will be treated to a surprise location that is the essence of the Palm Springs desert experience. Food and refreshments top off this memorable evening. Speaking and promotional opportunities are available.

2. Monday and Wednesday Breakfasts (two separate sponsorship options)

It's the most important meal—and one of the more temperate times—of the day in Palm Springs. Attendees will gather in the beautifully landscaped 24,000-square-foot courtyard around the Wyndham's pool. Coffee (iced optional) and a variety of food choices will start the day off right. Promotional opportunities are available.



Wyndham Palm Springs

3. Tote Bag

A sturdy, attractive tote bag is given to our estimated 1,000 attendees as they check in. The tote bag will sport your company's logo, the conference logo, and the Clean Cities logo on the front. It will also contain a promotional flyer from your company.

4. "It's in the Bag"

Everyone likes a surprise, and the sponsor of "It's in the Bag" will enjoy the attendees' delight in the welcome bag that will await them as they check into their room. "It's in the Bag" is a paper gift bag with handles that has your company's logo, the conference logo, and the Clean Cities logo on the front. The bag will feature items related to sunny Palm Springs, and could include items like sunglasses, a water bottle or sunscreen. Where possible, your company's logo will be on the items. We will insert a welcome letter from you into each bag.

5. ScienceFest

The third annual ScienceFest, the Clean Cities Conference event devoted to educating children about AFVs, will be held again in Palm Springs. In 2002, more than 2,000 students, teachers, and chaperones visited with exhibitors and participated in workshops designed for them. General Motors generously sponsored an appearance by Bill Nye, and they are looking into that for 2003. The sponsor is listed on all ScienceFest mailings and printed materials, has speaking opportunities and their logo is included on the ScienceFest volunteer T-shirts (approximately 100).

Courtesy National Renewable Energy Laboratory



Bronze — \$10,000

Bronze Benefits

- Title sponsor of one of the Bronze-level events/products
- Three full conference registrations
- Recognition in conference materials
- One complimentary 10' x 10' exhibit booth space
- 10 one-day, exhibit-only passes
- Quarter-page ad in final conference program
- Attendee list, at any point, upon request

Bronze Sponsorship Options

1. Monday and Tuesday Afternoon Breaks (two separate sponsorship options)

The afternoon breaks are designed to give a delightful energy boost with delicious snacks and refreshments. These elegant, themed breaks are positioned as close as logistically possible to the sponsor's booth in the Expo Hall.

2. Closing Video

A highlight of every conference is the heralded "closing video." Videographer Bob Melnyk never fails to tell it like it was, sometimes to the chagrin of those being told on. The popularity of the closing video (combined with great giveaways) has resulted in ever increasing numbers of people staying around until the very end the conference. The video sponsor's logo will be displayed on the screen before the video starts, and it will be included at the end of the video. The sponsor will also be verbally mentioned during the ceremony. The video is distributed to coordinators and the cover will contain an acknowledgment thanking the sponsor.

3. Entertainers

A variety of performers will be on hand during breakfast and morning breaks to hand out daily "highlight sheets." The sheets will draw attention to special sessions or activities, and identify any program changes for the day. The performers will be well-known Palm Springs celebrity imitators who will engage attendees while they hand out the sheets. The sponsor's name and logo will be included on each of the sheets, which will be distributed each day of the conference.

4. Evaluation Giveaway

Evaluations aren't always easy to come by, so we try and make it a little easier by rewarding our complying attendees with a nice incentive to turn in their form. Last year it was a Koozy Kooler chair. While we haven't identified the 2003 item yet, it will be an appealing memento that will appropriately get people enthused about the 10th National Clean Cities Conference, which will be held in Fort Lauderdale, Florida, in 2004. The sponsor's logo will prominently appear on the item.



Students participating in ScienceFest activities

5. Volunteer Sponsor

More than 100 local volunteers will dedicate countless hours in activities as varied as transporting attendees to assisting with local marketing activities. As part of our volunteer program, the conference provides food, volunteer polo shirts, and admission to the closing reception. The volunteer sponsor's logo will be on the volunteer shirts, signage in the volunteer lounge, and mention will be made of the sponsor in all correspondence with volunteers.

6. Coordinator Meeting Luncheon

As a local host of the 9th National Clean Cities Conference, the Northwest Riverside County Coalition will welcome coordinators to Riverside on May 18, 2003, for the annual Coordinator meeting. The meeting culminates in a luncheon at the Mission Inn, one of California's oldest and most celebrated hotels. The sponsor of the luncheon will have an opportunity to make welcoming remarks to the coordinators.

7. You Can Make This Fly!

Attracting targeted fleet buyers to the conference is our number-one goal. Coordinators are giving us contact information for their finest fleet prospects, and we're ready to go after them. But we want your help. Will you consider sponsoring a frisbee? This isn't just any frisbee; it's a 9" Humphrey Flyer that will boldly feature your company's logo, along with the Clean Cities Conference logo. We'll attach a conference flyer and mailing label to the frisbee and mail it without an envelope to 2,500 potential fleet customers who will see your company logo prominently placed on both sides of this great giveaway.



Corporate — \$5,000

Corporate Benefits

- Title sponsor of one of the corporate-level events/products
- Two full conference registrations
- Recognition in conference materials
- One complimentary 10' x 10' exhibit booth space
- Ten one-day, exhibit-only passes
- A 1/6 page ad in final conference program
- Attendee list, at any point, upon request

Corporate Sponsorship Options

1. Monday and Wednesday Morning Breaks (two separate sponsorship options)

It's break time, and attendees will be treated to a variety of cool refreshments. Breaks are elegantly laid out and positioned as close as logistically possible to the sponsor's booth in the Expo Hall.

2. Agenda at a Glance

Life at the Clean Cities Conference is magnificently simplified when the final program is condensed and turned into a 5 1/2" x 3" "Agenda at a Glance." The sponsor's logo will be printed on this pocket-sized agenda, which will be handed out in registration packets and available at the registration desk.

3. Lanyard

A lanyard is the string around your neck that you attach your name badge to. You might think that all lanyards are created equal, but they aren't. Instead of throwing yours away this year, you'll save it because it doubles as a sunglass holder. Your name badge goes away and your sunglasses take its place. In addition to the other corporate sponsor benefits, your company name will be printed on the lanyard, which will be given to every attendee as they register.

4. Newspaper Wraps (three separate sponsorship options)

ShowTimes is the official publication of the Clean Cities Conference. Each morning, ShowTimes will be delivered to the doors of attendees staying at the Wyndham and Marquis. The publication will have a paper wrap that will display your company logo and whatever message you want to have printed on it. When attendees come out of their rooms, they'll be greeted by "Good Morning from Company X" or whatever you care to say. This is a separate sponsorship opportunity for Monday, Tuesday, and Wednesday.



Samples from the 8th National Clean Cities Conference



Friends of Clean Cities — \$2,500

Friends of Clean Cities Benefits

- Title sponsor of one of the Friends-of-Clean-Cities-level events/products
- One full conference registration
- Five one-day, exhibit-only passes
- Recognition in Conference materials

Friends of Clean Cities Sponsorship Options

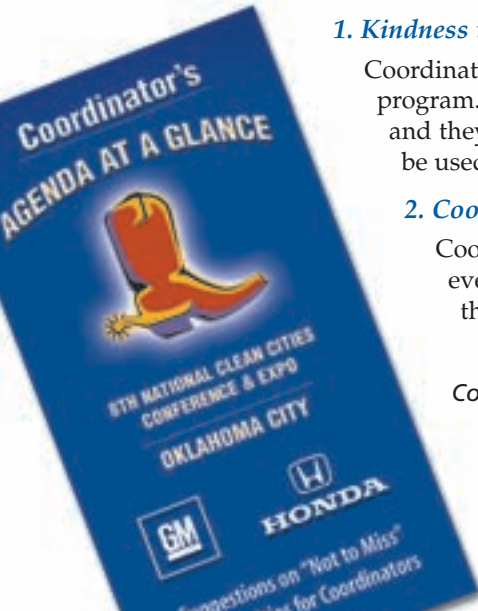
1. *Kindness to Coordinators*

Coordinators are critical to the success of the Clean Cities program. Oftentimes their budgets are either small or nonexistent, and they do the good work with very limited funds. Your money will be used to pay for sponsored registrations for three Clean Cities coordinators.

2. *Coordinator Agenda at a Glance*

Coordinators have a dance card with many meetings in addition to the regular conference events. To help them keep it all straight, we provide a separate “Agenda at a Glance” for them. Your company name and logo will be included on the agenda.

Cover of the 2002 “Coordinator’s Agenda at a Glance” (left)



Opportunities available on a first-come, first-served basis. ***Sponsor today!***
Find out how by going to www.cities.doe.gov or
call Kimberly Taylor at 303-275-4358.

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